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Filing date: **03/04/2011**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	91191056
Party	Defendant Franciscan Vineyards, Inc.
Correspondence Address	JOHN M RANNELLS BAKER & RANNELLS PA 575 ROUTE 28, SUITE 102 RARITAN, NJ 08869-1354 UNITED STATES jmr@br-tmlaw.com
Submission	Defendant's Notice of Reliance
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Signature	/john rannells/
Date	03/04/2011
Attachments	91191056 notice rely airport.pdf (4 pages)(318884 bytes)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

-----X
White Rock Distilleries, Inc.

Opposition No. 91191056

Opposer

Mark: PINNACLES RANCHES

v.

Serial No.: 77/598674

Franciscan Vineyards, Inc.

Applicant

-----X

APPLICANT'S NOTICE OF RELIANCE
PURSUANT TO 37 CFR §2.122(e)


Please take notice that Applicant, Franciscan Vineyards, Inc. ("Applicant"), pursuant to 37 CFR §2.122(d)(2) is hereby noticing its reliance on the annexed printed publication, namely a printout from <http://www.pilotoutlook.com/airport/california/cl56>.

The Opposer, White Rock Distilleries, Inc., filed a Notice of Reliance on February 2, 2011, annexing a number of documents printed from on-line websites. Applicant will be objecting to documents annexed to the Opposer's Notice of Reliance and will be filing a motion to strike the same during briefing. To the extent that Applicant's objections and motion are not granted and the Board chooses to give to the Opposer's documents any consideration, Applicant's annexed document is being filed for the purpose of showing (1) how unreliable general web searches are, and (2) more specifically to counter the unreliable and false impression given by certain of Opposer's printouts concerning "Pinnacles Ranch Airport."

The annexed document is also relevant to the issue of geographic descriptiveness raised by the Opposer.

Respectfully submitted,

BAKER and RANNELLS PA



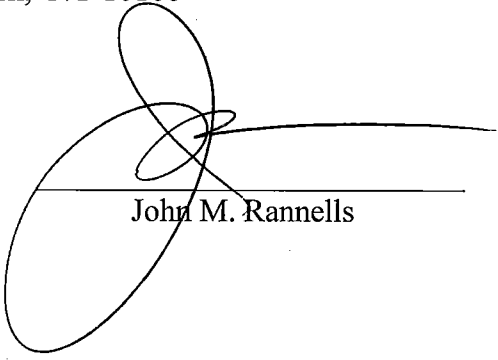
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jmr@br-tmlaw.com

CERTIFICATE OF SERVICE

I hereby certify a copy of the foregoing APPLICANT'S NOTICE OF RELIANCE PURSUANT TO 37 CFR §2.122(d)(2) in re: *White Rock Distilleries, Inc. v. Franciscan Vineyards, Inc.*, Opposition No. 91191056 was served on counsel for Applicant, this 4th day of March, 2011 by sending same via First Class Mail, postage prepaid, to:

Daniel I. Schloss
Greenberg Traurig, LLP
200 Park Avenue, 34th Floor
New York, NY 10166

DATED: March 4, 2011



John M. Rannells

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WINDS GENERALLY FAVOR LNDG TO NORTH.

WHEN LNDG TO SOUTH SUGGEST RIGHT HAND TFC APCH THRU VALLEY APCHG FM NORTHWEST.

VFR PRIVATE USE ONLY.

FAA INFORMATION EFFECTIVE Thu Mar 15 00:00:00 -0700 2007

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